

REMARKS

Claims 1-12, 13-23, 24-34, 52-78 are pending in this application. Claims 35-51, and 79-194 have been canceled. New claims 195-200 have been added, the new claims are supported by page 4, lines 8-11.

Claims 1-57, 61-101, 104-108 and 112-194 have been rejected under 35 USC 102(b) as being anticipated by Picco. Claims 58-60, 102, 103 and 109-11 have been rejected under 35 USC 103(a) as being unpatentable over Picco in view of Olivier. These rejections are respectfully traversed.

Independent claims 1, 17, 26, 52, 66 and 73 have been amended to specify that the media objects conform to a standardized protocol for representing units of aural, visual, or audio content. This amendment is supported on page 6, line 9 – page 7, line 3, of the specification.

The claimed media objects are not simply a video programming scene such as a commercial or television scene. A media object is a standardized way to represent individual units of aural, visual or audiovisual content. Audiovisual scenes can be composed of several media objects, organized in a hierarchical fashion. An individual scene can include any number of media objects, such as: still images (e.g. as a fixed background), video objects (e.g. a talking person - without the background, audio objects (e.g. the voice associated with that person, background music), text and graphics, talking synthetic heads and associated text used to synthesize the speech and animate the head; animated bodies to go with the faces and synthetic sound. More information on media objects can be found at:

<http://www.chiariglione.org/mpeg/standards/mpeg-4/mpeg-4.htm>

As described in the specification, media objects allow for programming to be precisely customized to a viewer's preferences. For example, as described on page 22, lines 11-24, the use of media objects allow content creators to modify individual objects in a scene. This section of the specification describes swapping a Pepsi can with a Coke can in a particular scene--however, since a particular scene can include several media objects, such as different audio, text, and graphics components, a scene can be precisely tailored to a viewer's preferences.

Picco describes a system for inserting individualized content into a programming stream. Such content can include, for example, advertisements for a new car. See Picco column, 6, lines

34-41. In Picco, a user's set top-box stores the advertisements that are directed to the user and the system inserts the advertisements into predetermined spaces in a programming stream. Picco does not describe or suggest the use of media objects to individualize content. Further, Picco does not describe or suggest the modification of individual objects within a scene, which can be accomplished using the claimed media objects.

Olivier is cited by the Examiner only to show a system for targeting messages at users. Olivier, like Picco, does not describe or suggest the modification of individual objects within a scene, which can be accomplished using the claimed media objects.

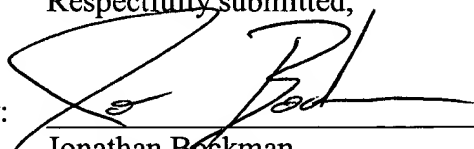
Since Picco and Olivier fail to describe or suggest the claimed systems for targeting content using media objects, the rejection of claims 1-11, 13-22, 24-34, 52, 53, 55-73, 75-78, should be withdrawn.

In view of the above, each of the presently pending claims in this application is believed to be in immediate condition for allowance. Accordingly, the Examiner is respectfully requested to withdraw the outstanding rejection of the claims and to pass this application to issue. If it is determined that a telephone conference would expedite the prosecution of this application, the Examiner is invited to telephone the undersigned at the number given below.

For these reasons, the amended claims presented herein are in condition for allowance and a notice thereof is earnestly solicited.

In the event that the transmittal letter is separated from this document and the Patent and Trademark Office determines that an extension and/or other relief is required, applicants petition for any required relief including extensions of time and authorize the Commissioner to charge the cost of such petitions and/or other fees due in connection with the filing of this document to Deposit Account No. 03-1952 referencing 559442004400.

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Respectfully submitted,

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